LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
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Merit Making Taste History.

Significant majority rates MERIT taste equal to-or better than-leading high tars.

Smoker Research Conclusive

Nationwide tests with thousands of smokers continue to confirm the MERIT breakthrough in key areas of taste and overall preference.

Blind Taste Tests: In tests where brand identity was concealed, a significant majority of smokers rated the taste of low tar MERIT equal to—or better than—leading high tar brands. Even cigarettes having twice the tar!

Smoker Preference: Among the 95% of smokers stating a preference, the MERIT low tar/good taste combination was favored 3 to 1 over high tar leaders when tar levels were revealed!

MERIT is the proven alternative to high tar smoking. And you can taste it.

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8 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report Dec.'79

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

MERIT

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